

Powerful Secrets of History's Greatest Speakers

Presence, Poise, and Power to Electrify Your Talk

#5 Power Point

Speak plain and to the purpose.—William Shakespeare

- A. James Hum was recruited to write a short talk for President Dwight Eisenhower. The President was no stranger though to writing speeches himself as he drafted speeches for General Douglas MacArthur in the Philippines in the 1930's. James Humes was called into the oval office and the President banged his glasses on his desk and bark out,
 “What is your Q.E.D.?”
 “Q.E.D., Mr. President?”
 “Yes. Quod Erat Demonstrata. Don't you remember your geometry? WHAT IS THE BOTTOM LINE? UNLESS YOU KNOW WHAT YOUR POINT IS BEFORE YOU BEGIN TO WRITE you are wasting my time and your own time.
- B. FIRST come up with the *message*.
- C. Mr. Churchill paused to get out of his car. It would take to 1942 to get to where the Germans were already in that day of 1937.
- D. Find the MESSAGE first and the words will follow.
- E. Churchill, “There is too much public speaking and not enough private thinking.”
- F. STOP - THINK - PLAN
- G. A speech is like a symphony having three movement, but has one dominant melody.
- H. The three tests of a speech are ACTION, ACTION, & ACTION.
 Determine what it is you want your audience TO DO before you write your speech.
- I. Finally, remember to whom you are writing.

A marine was injured and lying in the hospital he dictated a letter to a nurse for his wife. In the letter he included, “The nurses here are

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rather a plain lot. The nurse doing the transcribing interjected, "Don't you think that is a bit unfair?" "You forget who I am writing to," responded the marine.